**IN THE CLAIMS:**

Please amend the claims to read as follows. This is a complete listing of all prior and pending claims and replaces any prior listing in this application.

1.      (currently amended)  An article of manufacture, comprising:

a computer usable medium having a computer readable program code embodied therein, the computer readable program code including:

computer readable program code for receiving data relating to at least one of a plurality of broadcast channels, the data **relating to the at least one of the plurality of broadcast channels,** including a content identification signal for ~~each~~ **more than one** of the plurality of broadcast channels; **and**

~~computer readable program code for processing the data as a function of a~~ ~~playlist identifying a prioritized list of user selections; and~~

computer readable program code for **processing the data and** generating an output for automatically tuning a receiver to a specific broadcast channel if the content identification signal for one of the plurality of broadcast channels matches a selection in ~~the~~ **a** **playlist including a** prioritized list of user selections.

2.      (original)  The article of claim 1, wherein the receiver is located in a vehicle.

3.      (original)  The article of claim 2, wherein the vehicle is an automobile.

4.      (original)  The article of claim 1, wherein the plurality of broadcast channels are transmitted by at least one satellite.

5.      (original)  The article of claim 1, wherein the plurality of broadcast channels are transmitted by at least one terrestrial transmitter.

6.      (original)  The article of claim 1, wherein the playlist is created by a user accessing a website.

7.      (original)  The article of claim 6, wherein the playlist is transferred from the website onto a portable storage medium.

8.      (original)  The article of claim 7, wherein the portable storage medium includes one of a PCMCIA card, smart card, flash card, memory stick, compact disk, or floppy disk.

9.      (currently amended)  The article of claim 1, wherein the data including the content identification signal is transmitted in at least one service channel containing the content identification signal for each **more than one** of the plurality of broadcast channels.

10.     (original)  The article of claim 9, wherein the receiver scans the at least one service channel as a function of the playlist.

11.     (original)  The article of claim 1, wherein the user selections of the playlist have at least one associated parameter used to determine the broadcast channel selected by the receiver.

12.     (original)  The article of claim 11, wherein the at least one associated parameter includes a rank.

13.     (original)  The article of claim 11, wherein the at least one associated parameter includes an interrupt permission.

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14. (currently amended) A programmable receiver, comprising:

an antenna module receiving a plurality of broadcast channels; and

a receiver module coupled to the antenna module, the receiver module receiving **data relating to** at least one of the plurality of broadcast channels, ~~the receiver module also receiving~~ **data relating to the** at least one **of the plurality of broadcast channels including a** content identification signal for ~~each~~ **more than one** of the plurality of broadcast channels;

wherein the receiver module includes a memory, the memory including a playlist identifying a prioritized list of selections and the receiver automatically tunes to a specific broadcast channel if the content identification signal for one of the plurality of broadcast channels matches a selection in the playlist stored in the memory.

15. (original) The receiver of claim 14, wherein the plurality of broadcast channels is transmitted from one of a satellite and a terrestrial transmitter.

16. (original) The receiver of claim 14, wherein the plurality of broadcast channels are transmitted in a plurality of clusters.

17. (original) The receiver of claim 16, wherein each of the plurality of clusters includes a content identification signal for each of the plurality of clusters.

18. (original) The receiver of claim 14, wherein the content identification signal comprises a plurality of fields.

19. (original) The receiver of claim 18, wherein the plurality of fields comprise text fields including descriptions of content being played on each of the broadcast channels.

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20.     (original)  The receiver of claim 18, wherein the plurality of fields includes a description of a music selection.

21.     (original)  The receiver of claim 18, wherein the plurality of fields includes a description of a talk program.

22.     (currently amended)  A method for receiving personalized broadcasts, comprising:

receiving a plurality of broadcast channels containing content, in a receiver having a memory disposed therein;, **data relating to at least one of a plurality of broadcast channels, data relating to the at least one of the plurality of broadcast channels including** receiving a content identification signal in the receiver for each **more than one** of the plurality of broadcast channels;

storing a playlist of prioritized selections in the memory; and

automatically tuning the receiver to a respective one of the plurality of broadcast channels if the content identification signal for one of the plurality of broadcast channels matches a prioritized selection in the playlist.

23.     (original)  The method of claim 22, further comprising transferring the playlist into the memory from a portable storage medium.

24.     (original)  The method of claim 22, further comprising transferring the playlist into the memory using a wireless transmission method.

25.    (original)  The method of claim 22, further comprising generating the playlist by accessing a website.

26.    (original)  The method of claim 22, wherein the playlist includes at least one parameter associated with each prioritized selection.

27.    (original)  The method of claim 26, wherein the at least one parameter includes a rank.

28.    (original)  The method of claim 26, wherein the at least one parameter includes an interrupt permission.

29.    (original)  The method of claim 22, wherein the receiver is located in a vehicle.

30.    (New)  The article of claim 1, wherein processing the data and generating the output includes identifying the content identification signals for the more than one of the plurality of broadcast channels.

31.    (New)  The article of claim 1, wherein processing the data and generating the output includes identifying the content for the one of the plurality of broadcast channels.

32.    (New)  The article of claim 1, wherein the content identification signal for more than one of the plurality of broadcast channels includes the content identification signal for each of the plurality of broadcast channels.

33.    (New)  The article of claim 1, wherein the content identification signal for more than one of the plurality of broadcast channels includes the content identification signal for a cluster of broadcast channels.